

**CONTRACT**

www.Fox8.com

**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

And:

**Mentzer Media**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**

<b>Contract / Revision</b> 568005 /		<b>Alt Order #</b> 09790982
<b>Product</b> CROSSROADS GPS		
<b>Contract Dates</b> 08/15/12 - 08/21/12		<b>Estimate #</b> 1215
<b>Advertiser</b> Crossroads GPS		<b>Original Date / Revision</b> 08/13/12 / 08/13/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WJW	<b>Account Executive</b> Alexandra Bradley	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 1021	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	8	08/15/12	08/17/12	M-F 6a-8a	6a-8a Rotator		:30			NM	6	\$8,400.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$1,400.00			
N 2	8	08/15/12	08/17/12	M-F 6a-8a	6a-8a Rotator		:30			NM	6	\$8,400.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$1,400.00			
N 3	8	08/15/12	08/17/12	M-F 8a-9a	8a-9a News		:30			NM	6	\$8,400.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$1,400.00			
N 4	8	08/15/12	08/17/12	M-F 9a-10a	9a-10a		:30			NM	6	\$5,100.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$850.00			
N 5	8	08/15/12	08/17/12	M-F 10a-11a	10a-11a		:30			NM	6	\$2,400.00
		NEW DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$400.00			
N 6	8	08/15/12	08/17/12	M-F 5p-6p News	5p-6p News		:30			NM	6	\$7,800.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$1,300.00			
N 7	8	08/15/12	08/17/12	M-F 6p-7p News	6p-7p News		:30			NM	6	\$9,600.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$1,600.00			
N 8	8	08/15/12	08/17/12	M-F 7p-730p News	7p-730p News		:30			NM	3	\$3,900.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$1,300.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

www.Fox8.com

Contract / Revision	Alt Order #
568005 /	09790982

Contract Dates	Product	Estimate #
08/15/12 - 08/21/12	CROSSROADS GPS	1215

Advertiser	Original Date / Revision
Crossroads GPS	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	8	08/15/12	08/19/12	Late News Rotator	10p-11p Rotator		:30			NM	12	\$21,600.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTFSS				12	\$1,800.00			
N 10	8	08/19/12	08/19/12	Fox 8 News Su 8a-10a	Su 8a-10a		:30			NM	1	\$500.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$500.00			
N 11	8	08/19/12	08/19/12	FOX News Sunday	9a-10a & 10a-11a i		:30			NM	1	\$600.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$600.00			
N 12	8	08/19/12	08/19/12	Su 6p-7p	6p-7p News		:30			NM	2	\$2,400.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				2	\$1,200.00			
N 13	8	08/20/12	08/21/12	M-F 6a-8a	6a-8a Rotator		:30			NM	1	\$1,400.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				1	\$1,400.00			
N 14	8	08/20/12	08/21/12	M-F 6a-8a	6a-8a Rotator		:30			NM	4	\$5,600.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				4	\$1,400.00			
N 15	8	08/20/12	08/21/12	M-F 8a-9a	8a-9a News		:30			NM	2	\$2,800.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$1,400.00			
N 16	8	08/20/12	08/21/12	M-F 9a-10a	9a-10a		:30			NM	2	\$1,700.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$850.00			
N 17	8	08/20/12	08/21/12	M-F 10a-11a	10a-11a		:30			NM	2	\$800.00
		NEW DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$400.00			
N 18	8	08/20/12	08/21/12	M-F 5p-6p News	5p-6p News		:30			NM	1	\$1,300.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				1	\$1,300.00			
N 19	8	08/20/12	08/21/12	M-F 6p-7p News	6p-7p News		:30			NM	2	\$3,200.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$1,600.00			
N 20	8	08/20/12	08/21/12	M-F 7p-730p News	7p-730p News		:30			NM	1	\$1,300.00
		NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				1	\$1,300.00			
N 21	8	08/20/12	08/21/12	M-F 10p-11p Fox 8 News	10p-11p Rotator		:30			NM	2	\$3,600.00
		NEWS										

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

www.Fox8.com

<u>Contract / Revision</u>		<u>Alt Order #</u>
568005 /		09790982
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/15/12 - 08/21/12	CROSSROADS GPS	1215
<u>Advertiser</u>		<u>Original Date / Revision</u>
Crossroads GPS		08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$1,800.00			
Totals											78	\$100,800.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	78	\$100,800.00	\$85,680.00
<b>Totals</b>	78	\$100,800.00	\$85,680.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.5em; margin-left: 100px;">WJW</span>	<b>Date:</b> <span style="font-size: 1.5em; margin-left: 10px;">8/13/12</span>
---	--

I, Lauren Schumacher  
do hereby request station time concerning the following issue:

Crossroads GPS
----------------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

<b>Total Charges:</b> <span style="font-size: 1.2em; margin-left: 20px;">\$ 100800.00</span> <span style="margin-left: 20px;">GROSS</span>
--

This broadcast time will be used by: Crossroads GPS

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

5/17/12 \_\_\_\_\_ 703 535 3390  
 Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
 Signature Printed Name Title